



Plan  
Power up  
Prosper

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# BRAND BOOK

Version 01 | 01-07-2020

Visual Brand **Guidelines** ➤

# Introduction

PROLIST is a leader in enhancing real estate agency's digital presence and streamlining their sales process.

Since 2011 we have grown from managing small family owned agencies to large corporates throughout Australia.

We've helped each agency stand out, elevating their brand and scale it efficiently across all forms of digital and printed media. We've launched 3 major products starting with our online print technology, agency website with uploader facilities and our client relationship management software.

As a result, our clients have won awards, increased their revenue and sold billions of dollars worth of property across Australia. This brand book should inspire you while explaining the core beliefs and messaging that makes PROLIST unique.



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## Our Vision

To see the real estate industry full of professional and well respected agencies helping their local communities buy, rent and sell property.

## Our Mission

To power up the real estate industry with technology helping agencies stand out and prosper.

## Our Essence

You have access to endless amounts of technology.  
Your personal brand, your experiences and your local market knowledge.  
You are key making to making any technology work.

## Our Personality

Credible, Willingness, Resourceful, Helpful, Available

### Plan

Finding the correct technology to help your brand stand out.

### Power up

Energising the process makes technology fun and exciting.

### Prosper

Building respected agencies making a meaningful contribution to the local community.



# Services

## Website

After working extensively with hundreds of fast growth real estate agencies we have devised an overarching 4 stage process for improving and creating new websites: -

01 Strategy - We review and improve existing materials and define key features that will enhance your brand online.

02 Design - Colour scheme, layout, sitemap, and style. We will bring your brand to life with a one of a kind masterpiece, built just for you.

03 Develop - We turn your ideas into a reality. Your website is placed on a "development server" where you get to watch the whole process live.

04 Support - This is where you go to live in the world. Design, marketing, and maintenance; we'll be at your side for the life of your website.

## CRM

To accelerate growth we have an exclusive range of custom made products and services through our ecosystem of technology we have created over the years, these include:

- Listing Uploader
- Email Campaign Builder
- Digital Appraisal Builder
- Blog Creation Tool
- Open Home Mobile Application
- Contact Profiling and Management
- Indepth Reports and Analytics
- Digital Advertising Technology

## Print

To streamline the production of print media we have an exclusive network of partners that can produce professional print media and sign installation services.



# 01 | Corporate Logo

Creating our identity.

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any

**PROLIST**® 

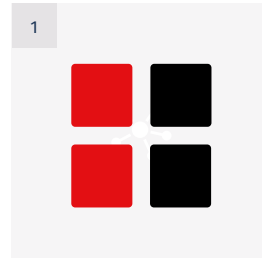


# The Full Logotype

The PROLIST masterbrand or corporate logo comprises two elements, the logo symbol and logo type. The logo symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence. It has a particular relationship with the PROLIST name as it represents a list of squares.

The logo type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Helvetica Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Red and Black. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.



1) The Logo Symbol



2) The Logo Title



3) The General Logo

## Logo Variants

Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your logo, digital and printed materials.

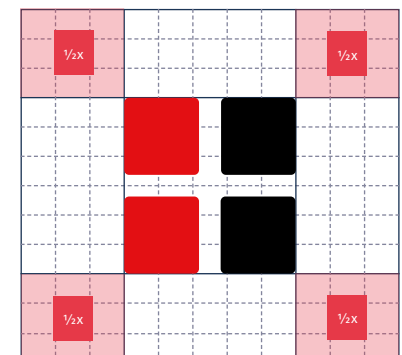
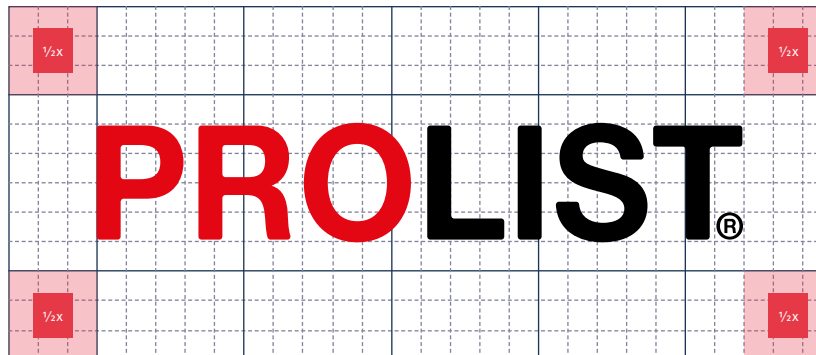


# Logo Construction & Clearspace

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark, of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

## Logo

The area that surrounds the logo known as “clear space” is as important as the logo itself





# Logo Minimum Size

A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype)



## Minimum Size

A logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.



## 02 | Corporate **Typography**

The corporate fonts and typography.

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project.

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for PROLIST layouts.



# Brand **Typeface**

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Typography plays a crucial role in the design of your brand identity. The typography in your logo can be as impactful as a graphic

## Helvetica Font

Helvetica is a well-balanced contemporary serif with roots in calligraphy. It is a text typeface with moderate contrast well suited for body text.

A paragraph set in Helvetica will make a memorable appearance because of its brushed curves in contrast with driving serifs. The overall typographic voice of Helvetica perfectly conveys the mood of a modern-day story, or an art essay. Technically Helvetica is optimised for screen appearance, and works equally well in print.

## Open Sans Font

Open Sans was designed to be a text face that is pleasant to read on screens. It features a very large x height, slightly condensed letterforms, a mild diagonal stress, sturdy serifs and open forms. There is also Open Sans, a sans-serif version which closely harmonizes with the weights and styles of this serif family. Open Sans is a clean and modern sans-serif typeface designed by Steve Matteson and commissioned by Google. It is especially designed for legibility across print, web, and mobile interfaces.



# Primary Typeface

## Helvetica Font

Helvetica Font is not a free font and must be purchased and can be found here <https://fonts.google.com/?query=helvetica>

### Styles

Thin

Condensed

Regular

**Bold**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890!@£\$%^&

### Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

### Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&



## Secondary Typeface

# Open Sans Font

Open Sans is a free typeface and can be downloaded here:

<https://fonts.google.com/specimen/Open+Sans>

### Styles

Lite

Regular

Semibold

**Bold**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890!@£\$%^&

### Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&

### Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&



## 03 | Corporate Color

The corporate color codes.

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Color plays an important role in the PROLIST corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the PROLIST brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.



# The Corporate Color Strategy

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The corporate color system reflects a rich, dynamic, multi-dimensional. PROLIST is no longer simply a onedimensional “red” company. We will retain red as the primary corporate color, but only use it in deliberate ways as an accent that elevates it to “special” status; a nod to our history that is reinforced in every communication

## Explanation:

The PRLIST company has two official colors: Red and Black. These colors have become a recognizable identifier for the company.

## Usage:

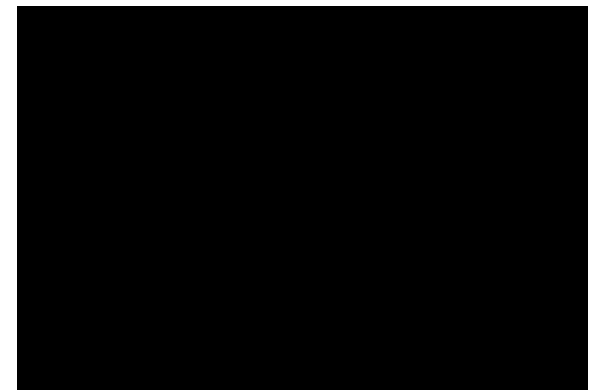
Use them as the dominant color palette for all internal and external visual presentations of the

Red



HEX	#ed1c24
RGB	237 28 36
HSV	358 88 92
CMYK	0 100 100 0

Black



HEX	#000000
RGB	0 0 0
HSV	0 0 0
CMYK	0 0 0 100



## 04 | Corporate Photography

### Corporate Images and Blending Modes.

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Corporate Images are responsible to transfer the values of PROLIST to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. PROLIST use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer and partner.

Photography and illustrations are powerful and emotive tools that express our values just as strongly as colours and typefaces. These guidelines should help you think about images, but they cannot cover every decision you have to make. You need to use your judgment and discretion. In particular, avoid clipart or any other prefabricated images from the internet. These suggest a lack of effort and imagination, and can risk looking like a crude 'cut and paste', rather than careful selection. The quality of such images, like that of other illustrations, can also be hard to control.









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